

Analysing Market and Consumer Practices: <ul style="list-style-type: none"> ● Market survey to evaluate presence of Sustainable garments in Indian retail market: Identify any one Multiband apparel outlet and analyse brands selling sustainable clothes, green standards marked on labels and any other information available on labels that talks about sustainability in production of that garment. ● Analysing personal wardrobe to assess individual buying practices ● Analysing personal laundry practices and evaluating its impact on the environment. ● Analysing personal garment disposal practices and finding ways to reduce the waste generation. 	20 Hours
Case Study: <ul style="list-style-type: none"> ● Case study of an Indian Apparel Brand that is promoting Sustainable fashion. ● Case study on any one model of Collaborative consumption. 	10 Hours

Suggested Readings

1. Kaur, J., & Singh, G. (2021). Cool Branding for Indian Sustainable Fashion Brands. Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science, 115.
2. Gwilt, A. (2020). A practical guide to sustainable fashion. Bloomsbury Publishing.

GE HS 020 :VISUAL MERCHANDISING

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Visual Merchandising	4	3	0	1	12th Pass	NIL

Learning Objectives

1. To introduce the concept and significance of visual merchandising in store design.
2. To impart knowledge regarding different types of visual displays and ways of achieving them.
3. To develop skill in creating aesthetically pleasing visual displays.

Course Outcomes

1. The student will be able to apprehend the key terms and principles involved in the components of visual merchandising.

2. The student will be able to understand the importance of visual merchandising and attractive visual display in communicating with customers.
3. The student will be able to create aesthetic visual displays on different themes in store design.

THEORY
(Credits 3; Periods 45)

<p>Unit I: Introduction to Visual Merchandising Unit Description: The focus of this unit would be on understanding the concept, significance and key elements of visual merchandising.</p>	7 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Concept and Significance of Visual Merchandising ● Key elements of Visual Merchandising - Store Exterior, Store Layout, Store Interior, Interior display ● Factors Influencing Visual Merchandising ● Role of Visual Merchandiser 	
<p>UNIT II: Store Design Unit Description: This unit attempts to acquaint the students with various store designs, its components and the importance of colour and lighting therein.</p>	13 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Objectives and Characteristics ● Types of store design ● Interior components ● Exterior components ● Colour ● Lighting design 	
<p>Unit III: Design Display Unit Description: This unit will orient the students in understanding the various components of design displays.</p>	15 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Concept, Purpose, style and importance of displays ● Types of window displays ● Factors in window display ● Signage and Graphics ● Understanding of display fixtures ● Budgeting 	

Unit IV: Materials and Technologies Unit Description: This unit will acquaint the students with the materials and technologies used in visual display and the global trends.	10 Hours
<ul style="list-style-type: none"> ● Selection of materials ● Use of Latest Technologies: Augmented and Virtual reality tools, Robotics ● Global Trends 	

Essential Readings

1. Morgan, T. (2014). Visual Merchandising: Window and in-store displays for retail, Laurence King Publishing, London
2. Bergstrom, B. (2009). Essentials of Visual Communication, Laurence King Publishing, London
3. Poore, J. (1994). Interior Colour by Design, Rockport Publishers.
4. Wiley, J. , (2010), Interior lighting for designers, John Wiley & Sons
5. Williams, R. (2007), Visual Communication: Integrating Media, Art, and Science, Routledge Communication Series

Suggested Readings

1. Khaus, K. (2006). Semantic turn a new foundation for design, CRC press
2. Landa, Robin. (2010), Advertising by design: Generating and Designing Creative Ideas Across Media, Second Edition, James Wiley
3. Linton, H. (1999). Color in Architecture: Design Methods for Buildings, Interiors and Urban Spaces, McGraw-Hill

PRACTICAL (Credit 1; Periods 30)

Unit I: Design Exploration	12 Hours
Activities: <ul style="list-style-type: none"> ● Preparing a portfolio on elements and principles of visual design ● Creating Theme based mood boards 	
<ul style="list-style-type: none"> ● Market survey of materials used in display: accessories, props, signage, backdrop, banners, etc. ● Visit to retail stores for critical assessment of display arrangements. 	

Unit II: Store Design and Displays	18 Hours
Activities: <ul style="list-style-type: none"> ● MKS system and techniques of measurement ● Identification and assessment of different layout plans ● Making a layout plan 	
<ul style="list-style-type: none"> ● Prop designing: Identification of types of props, material selection, creating a focal point through prop ● Planning and designing a prop ● Window Display Designing: Identification of types of window displays ● Assessment of selected window display ● Planning and designing a theme based window display ● Costing 	

Essential Readings

1. Morgan, T. (2014). Visual Merchandising: Window and in-store displays for retail, Laurence King Publishing, London
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3. Poore. J. (1994). Interior Colour by Design, Rockport Publishers.
4. Wiley, J. , (2010), Interior lighting for designers, John Wiley & Sons
5. Williams, R. (2007), Visual Communication: Integrating Media, Art, and Science, Routledge Communication Series

GENERIC ELECTIVE (GE) – FT-01: FOOD PROCESSING AND PRESERVATION

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
FOOD PROCESSING AND PRESERVATION	4	3	0	1	12th Pass	NIL

LEARNING OBJECTIVES:

1. To impart basic concept of Food colloids, Freezing, Dehydration processes and equipment used during the processing
2. To understand the Principles of thermal processing, Minimal Processing and hurdle technology
3. To understand the concepts of water disposal and sanitation.

COURSE OUTCOMES:

1. Understand the basic concepts of Food colloids, Freezing, Dehydration processes